

Voluntary - Public

Clearance Office: All - FAS

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GAIN Report Number: TW9019

Taiwan

Post: Taipei ATO

NRA Buying Mission

Report Categories:

CSSF Activity Evaluation

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Report Highlights:

(CSSF Activity Code: 404004)

ATO Taipei teamed up with SUSTA to bring a group of seven buyers and three print journalists on a buying/media mission to the NRA show in Chicago followed by visits to Atlanta, Georgia and New Orleans, Louisiana. The Taiwanese buyers met with a great many U.S. suppliers during the mission. ATO's follow-up survey revealed \$150,000 of food purchase and \$450,000 of non-food purchases after the trip.

General Information:

CSSF Activity Evaluation Report

Name of activity: NRA Buying Mission (404004)

Beginning/Ending Dates: May 16 to May 25, 2008

City/State: Chicago/Illinois, Atlanta/Georgia, New Orleans/Louisiana

Post: ATO Taipei, Taiwan

- **Objectives**
- To introduce chefs, food service distributors and importers from Taiwan to the latest culinary trends in the U.S. and to establish direct trade contacts between Taiwanese buyers and U.S. exporters through:
 - Attendance at the National Restaurant Hotel-Motel Show (NRA);
 - Visits with various restaurant owners to gain more knowledge about US catering services, specialty food products and latest culinary trends;
 - Meeting with US food suppliers and traders;
 - Visiting local food processing facilities; and
 - Exchanging ideas with local U.S. cooking schools and tasting authentic American cuisine.
- To establish and enhance relationship between foodservice/chefs/importers and ATO office
- **Market Constraints and Opportunities**

Constraints

- U.S. suppliers lack knowledge of Taiwanese foodservice market.
- Many new-to-market American suppliers have little understanding of the unique nature of the Taiwanese food culture and on-going trends and, consequently, are not capable of delivering customized products and services. At the same time, the volume of demand from an individual Taiwanese importer is often not big enough to make requests for customization economically feasible.
- Distribution of imported products in the Taiwanese food sector involves multiple layers of middlemen, which adds cost and inefficiency to the supply chain.
- Foodservice business is very competitive in Taiwan. As a result, price has become one of the most important factors that governs foods and ingredients purchasing decisions.
- Smaller companies in the U.S. lack resources to travel to Taiwan to export their products and build relationship with Taiwanese buyers.
- Cheaper foods and ingredients from mainland China are getting more competitive.

Opportunities

- The Taiwanese food market is fully internationalized. Both traders and consumers have good knowledge about the diversity of international cuisines. As a result, the variety of international cuisine currently served in Taiwan is wider than in many Asian countries.
- Taiwan consumers have concerns about the safety and wholesomeness of foods and ingredients imported from China and other less developed neighboring countries. Consequently, foods and ingredients imported from western countries, including the U.S., are considered higher quality and more acceptable.
- Importing of many foods and ingredients are less strict upon WTO accession in 2002.
- Smaller companies in the United States can have face to face meetings without traveling to Taiwan.
- Media reports following our trip provide Taiwanese consumers with more information about Southern US style cuisines.

- **Activities**

Visiting the NRA Show

The ATO/Taipei organized a team of seven self-paid Taiwanese foodservice operators and buyers along with three SUSTA sponsored three journalists to visit the United States in mid-May. The major purpose of the visit was to attend the annual NRA show at McCormick Place in Chicago from May 17 to 20, 2008. The NRA show is the largest and most significant event in the HRI sector worldwide. This year, over 2,100 companies from all over the world demonstrated the latest products and technologies at the show. The show provides an excellent opportunity for restaurant owners, hotel managers, Western chefs, traders and distributors to meet and establish business contacts with leading international suppliers of food and beverage products, as well as equipment and technology for the HRI industry. The participants in the show are also able to collect firsthand information on the latest culinary trends and to identify innovative products. The show also serves as a platform for food services and hospitality industries to cooperate together.

Meeting with US Food Suppliers in Atlanta and New Orleans and Visit the John Folse Culinary Institute

The delegation visited Atlanta and New Orleans to meet with suppliers from SUSTA member states. The one-on-one meetings arranged by Georgia and Louisiana State Department of Agriculture provided opportunities for suppliers to meet with potential foreign buyers and further understand the export markets and regulations.

The delegation also had the opportunity to visit the John Folse Culinary Institute in Louisiana where 12 Taiwanese chefs participated in the SUSTA Chef Training program. (Please refer to TW8054.)

- **Outcomes and recommendations**

The three print journalists all together wrote 11 articles upon their return to Taiwan. The articles were published on their respective magazines as well as their websites.

Fullon Hotel reported \$150,000 purchase of food products and \$450,000 of non-food products six months after trip.

- **Costs (Estimate)**

Activity Title	Code	Cost	Source
NRA Buying Mission	404004	\$4,000	Post CSSF
Media Team		\$10,000	SUSTA
Total		\$14,000	

- **Contacts**

For further information or questions, please contact

Agricultural Trade Office, American Institute in Taiwan
Room 704, #136, Ren-ai Road Section 3, Taipei 106
Tel: 886-2-2705-6536
Fax: 886-2-2706-4885
Email: atotaipei@fas.usda.gov
Web: www.usfoodtaiwan.org

- **List of Mission Members**

Buyers:**Bull Fight Crew F&B Co., Ltd.**

Established in 1983 in Shilin Night-market, Taipei, Bull Fight was one of the oldest steakhouse restaurant chains in Taiwan. To consumers, Bull Fight equals “great steak with reasonable price”. Today, Bull Fight Crew has more than 50 restaurants in 5 different brands in Taiwan. The first Bull Fight Steakhouse in Mainland China opened in 1999. In less than 10 years, Bull Fight opened its 42nd store in April 2008 and is targeting the 60th store by the end of the year.

Mr. LIN, Jiung-Long, CEO

Mr. Tsai, Jun-Yi, General Manager

Ms Lin, Chin, Assistant to CEO

5F, Wu-Kung First Road, Wu-Ku, Taipei County

Telephone: 886-2-2289-8600

Fax: 886-2-2299-2641

E-mail: bull68@ms9.hinet.net

Website: www.bullfight.com.tw

Fullon Hotels & Resorts

Fullon Hotels chain is part of the famous "Lih Pao Construction" conglomerate in Taiwan established in 1980. Currently, Fullon Hotels have three operating hotels: The Fullon Hotel Chungli, The Fullon Hotel Sanying, and The Fullon Hotel Taoyuan; There will also be hotels in Taipei (open in 2007), Xinban, Linkou, Yuemei, Shengkeng, Zhanghua, Puli, Hualian, and Kenting, and our Danshui SPA (open in 2007) are also under construction. The plan is to establish twelve chain hotels within five years.

Ms. SU, Hsiu-Hung, Purchasing Director

12F, No. 747, Wunghong Road, Taoyuan City

Telephone: 886-3-360-6168 ext. 200

Fax: 886-3-360-8999

E-mail: angelinesaw@hotmail.com

Web site: www.fullon-hotels.com.tw

Food Industry Research and Development Institute

The Food Industry Research and Development Institute(FIRDI)is a non-profit legal entity established in 1965 with financial support from the Cannery Association of Taiwan , CIECD (Council for International Economic Cooperation and Development) and JCRR (Joint Commission on Rural Reconstruction).

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Fax: 886-3-5214016

E-mail: hcl@firdi.org.tw

Web site: www.firdi.org.tw

The Eslite Corporation

Eslite was established in 1974 as a kitchen and laundry equipments suppliers. It is now the largest kitchen-ware suppliers in Taiwan. Eslite is also famous for its 24-hour bookstores. Eslite's new flagship bookstore, located in Taipei's Xinyi District, opened for business in 2006. With about 8000 square meters of floorspace, it overtook Taipei's [PageOne](#) Bookstore to become the largest bookstore in the Asia region. Eslite has a total of 48 branches, 1 children's bookstore, and 4 music stores in Taiwan. In recent years, Eslite extended their business from kitchen-ware to beverage. Eslite is now importing high quality coffee, wine and tea from several countries around the world.

Mr. TSAI, Chung Chieh, Sales Manager

Mr. SU, Jovi, Project Assistant Manager

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E-mail: jacksai@eslite.com.tw

Website: www.eslitegourmet.com.tw

Media:

Enjoy Gourmet

Enjoy International (Enjoy) owns and operates multiple gourmet lifestyle media channels and organizes gourmet related events. The digital and traditional media channels of Enjoy International reach the largest number of dedicated gourmet consumers in Taiwan.

EnjoyGourmet magazine is a quarterly bilingual (Chinese/English) professional publication on gourmet lifestyle. Enjoy International operates Taiwan's most comprehensive and popular gourmet website (as of February 2008, average over 40,000 unique visitors and 290,000 page views daily) which contains the most professional restaurant and wine guides in Taiwan. The website may be accessed through the following URLs:

www.enjoygourmet.com ; www.gourmetnet.com ; www.isacsguide.com

Ms. HUANG, Irina Jhih-Yong, Managing Editor

4F-2, No 311, Section 4, Chung Hsiao East Road, Taipei

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Email: irina@enjoygourmet.com

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Global Views Monthly

Global Views Monthly is a monthly magazine focused on macro economy, management, technology and humanities. Launched in 1986, it has become a must-read for senior executives, professional managers, opinion leaders, well-educated people in Taiwan and Chinese readers all over the world.

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Website: www.gvm.com.tw

Here! Magazine

TAIWAN TOHAN Co., Ltd. was established in 1990 as the first foreign-affiliated publishing company in Taiwan, with the approval of the FIA. TAIWAN TOHAN translates mainly Japanese publications into Chinese and markets them in Chinese-culture blocks such as Taiwan, Hong Kong and Singapore. In recent years, TAIWAN TOHAN has been developing local original works. To meet the needs of the future, TAIWAN TOHAN continues to progress as new trends develop in the publishing business.

TAIWAN TOHAN distributes a wide variety of books on diverse subjects as follows: Educational Books, Practical Living, Entertainment-related Materials, Comic Books, Novels, and Popular Information Magazines

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- **Travel Itinerary**

Friday, May 16, 2008

Late Afternoon/Early Evening Buyers along with Ms. Fu arrive in Chicago and travel to hotel for check-in

Saturday, May 17, 2008

Morning Buyer team meets in hotel lobby to depart for NRA Show

Day Buyer teams meet with companies

Evening Media Team Arrives in Chicago and checks into hotel
Show reception

Sunday, May 18, 2008

Morning Teams meet in hotel lobby to depart for NRA Show

Day Buyer teams meet with companies/Media teams
get coverage

Monday, May 19, 2008

Morning Media Team Departs and fly into Savannah
Buyer Team Departs and fly into Atlanta

Media Team Visit, Savannah, GA

Staff Attendee:

Greg Peacock – Cell: 478.689.0422

Hotel Accommodations:

Flat Creek Lodge
367 Bishop Chapel Church Road
Swainsboro, Georgia 30401
478.237.3474 office
478.237.6354 fax

Late Morning (Savannah) Media Team tours Vidalia Onions and Pecan Farms
Greg with Department of Agriculture will pick up

Buyer Visit and Media Team, Atlanta, GA

Staff Attendee:

Matt Anderson- Cell: 404.290.7653

Hotel Accommodations:

2301 Sullivan Road, College Park
Georgia, USA 30337
Tel: +1-404-766-0303 _

Monday, May 19, 2008

Early Afternoon

08:00-09:27
10:11-13:47

Buyers land in Atlanta, check into hotel
Matt to pick up buyers at the airport
NW 0147 Depart Chicago to Minneapolis
NW 3536 Depart Minneapolis to Atlanta

Tuesday, May 20, 2008

9:00 AM Morning (Atlanta)

Table Top Meetings:

Buyer teams meet for one-on-one meetings with registered companies.

Morning (Savannah)

Media Team Tours Georgia driving up to Atlanta

Until noon

Buyer teams meet with companies

Afternoon (Atlanta)

Both Teams meet in Atlanta go on company visits

Wednesday, May 21, 2008

Morning (Atlanta)

Lunch

Both Teams tour Atlanta and have company visits Farmers Market Tour
On your own

Early Afternoon

Both Teams depart for New Orleans (will be dropped off in Department of Agriculture van)

Late Afternoon

Both Teams land in New Orleans, check into Hotel
LA Dept of Agriculture picks will pick group up

Buyer Flight:

17:27-17:59
19:50-21:01

NW 3586 Atlanta to Memphis
NW 0458 Memphis to New Orleans

Dinner

On your own

Buyer and Media Team Visit, New Orleans, LA

Hotel Accommodations:

Windsor Court
300 Gravier St
New Orleans, LA 70130
(504) 522-1992_

Staff Attendees:

Roy Johnson

Thursday, May 22, 2008

8:00 AM

ATO Presentation, Keith Schneller, Director

8:30 AM

SUSTA Branded Presentation, Deneen Wiltz

9:00 AM

Table Top Meetings with Taiwanese buyers

Media Team to go on tour in morning

12:00 PM

Lunch On Own

Afternoon

Media and Buyer Teams tour New Orleans and have company visits

Friday, May 23, 2008

8:00 AM

Breakfast

9:00 AM

GREET TAIWAN MEDIA TEAM

9:30 AM -11:00 AM

Low-Country Cuisine of the Carolinas:

Cooking: Fried green tomatoes, pecan-crusted fish, okra, butter beans,
peach cobbler, iced tea

11:30 AM - 12:30 PM

Lunch of finished items

1:30 PM

Free time and e-mail access

Change into casual clothes

4:00 PM

American Barbecue lecture

Barbecue & beer supper: ribs, chicken, sausage

8:00 PM

Return to La Maison du Bayou